

SPIFFS:

Tips for rewarding and energizing sales teams



Trophies on display to peers convey bragging rights that can in some cases be more effective than cash rewards.

What is a SPIFF (or SPIF)?

The definition varies, but the right (or wrong) SPIFF can define your culture.

- Sales Performance Incentive Fund
- Sales Performance Incentive Funding Formula
- Special Performance Incentive Fund
- Specific Price Incentive For Final Sale
- Special Pay Incentive For Fast Sales
- Sales Persons Incentive For Fun
- Short-term Performance Incentives For Fun



Team-based competitions should include rewards that focus on continued team building.

KNOW YOUR AUDIENCE

Tailor to job function



- ❖ Cross-sell/Up-sell SPIFFS for inside account managers can be beneficial
- ❖ Linearity SPIFFS are valuable for front line managers and help balance the business load and frenzied pace of quarter-end

IT TAKES A VILLAGE

Work together toward a common goal



Quarterly product or service-focused campaigns across a sales organization are an effective way to get everyone on the team involved; from the ADR to the inside account manager, to the field. The SPIFFS may vary but sharing a common goal keeps the messaging consistent and allows for growth in areas of the business that might need a little boost.

GET VISUAL

Logo-based SPIFFS



Show gains in market share by building your library of customer logos. Rewarding salespeople with a flat incentive for each new logo can boost motivation.



MOTIVATION BEYOND MONEY

Simple rewards that won't break the bank

- ❖ Option to leave early or come in late on a given day
 - ❖ Half day on Friday or an extra hour for lunch
- ❖ Preferred parking, a better cubicle, or a casual dress day
- ❖ A point-based system of "SPIFF Bucks" than can be earned, accumulated, and redeemed for larger prizes
- ❖ Special recognition from an executive - in a meeting or via company-wide email
 - ❖ Trophies or certificates



COMPETITIVE CAMERADERIE

Team-based competitions can foster a more collaborative culture

- ❖ Emphasize the importance of friendly competition
- ❖ Make team-based rewards about continued team building: happy hours, pizza dinners, go-karting, bowling
 - ❖ Encourage creativity with team names and individual team "brands"
 - ❖ Tie-in your competition and prizes with a pop culture or current events theme
- ❖ Offer smaller prizes throughout the competition to maintain momentum and boost morale

BE CREATIVE

Think outside the "quota" box



- ❖ Reward for the most turn-downs in one day
- ❖ Develop a point system for each new customer

MULTI-TIERED SALES TITLES

Break down the ADR and sales rep positions into multiple levels



By breaking down the account development rep (ADR) and sales rep positions into multiple levels, you can reward performance by quickly moving people up the ranks. An ADR will grind out 80 to 100 calls a day as they qualify raw leads. Promoting a stellar performer from ADR III to ADR II to ADR I, for example, is a great motivator.

INCENTIVES FOR ALL

Offer rewards at multiple levels



Rewarding only star performers, high-level sales reps, or highly visible employees can hinder morale. Offer several types of rewards so that no one feels they are "out of reach."

FREQUENCY AND DURATION



- ❖ Find the right balance: Having contests too often can make SPIFFS less motivating, but too much time in between can trigger sluggishness.
- ❖ Encourage certain behavior through "flash" contests that only run for short periods of time
- ❖ Align contests with new product promotions and company-wide objectives

COMMUNICATION AND ACKNOWLEDGMENT



- ❖ Clearly communicate goals and performance criteria (eligible participants, clear start and end dates, measurement parameters)
- ❖ Launch contests company-wide through email and meeting announcements
- ❖ Automate leader boards through CRM integration, dashboard updates, and ranking reports
- ❖ Display real-time stats on whiteboards or monitors